



General Certificate of Secondary Education
2023

Centre Number

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Candidate Number

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Business Studies

Unit 1

Starting a Business



[GBU11]

GBU11

FRIDAY 19 MAY, AFTERNOON

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

You must answer the questions in the spaces provided.

Do not write outside the boxed area on each page or on blank pages.

Complete in black ink only. **Do not write with a gel pen.**

Answer **all three** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 90.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

Quality of written communication will be assessed in Questions **1(f) and 2(g)**.



Answer **all** questions

- 1 Bertha has been running her mobile dog grooming business, Pampered Pooooch, successfully for three years with the aid of four employees.

(a) (i) What size of business is Pampered Pooooch?

_____ [1]

(ii) What size of business would Pampered Pooooch be if Bertha increased the number of employees to 25?

_____ [1]

(b) (i) What type of business ownership is Pampered Pooooch?

_____ [1]

(ii) Explain **one** advantage of this type of business ownership to Bertha.

_____ [2]

(iii) Explain **one** disadvantage of this type of business ownership to Bertha.

_____ [2]



- (c) Pampered Pooooch is in the private sector. Identify and explain the other sector of the economy.

[3]

- (d) Identify and explain **two** business resources that Bertha would use for Pampered Pooooch.

Resource 1 _____

Resource 2 _____

[6]

[Turn over



- (e) Bertha has set aims and objectives for her business. Analyse **two** ethical issues associated with business aims for Pampered Pooooch.

Ethical issue 1 _____

Ethical issue 2 _____

[6]



[illegible]

[Turn over

2 Over the past three years Bertha has worked hard at marketing her business.

(a) Explain the term marketing.

[2]

(b) Identify **three** stages of the product life cycle.

1. _____ [1]

2. _____ [1]

3. _____ [1]

(c) Bertha wants to find out information directly from her customers.

(i) Identify the method of market research Bertha should use to find out relevant information from her customers.

[1]



- (ii) Discuss **two** reasons why this method of market research would be the most appropriate for Bertha to use.

[4]

- (d) Bertha is aware of sampling and would like to use it in her market research. Describe **two** methods of market sampling that Bertha could use.

Method 1 _____

[2]

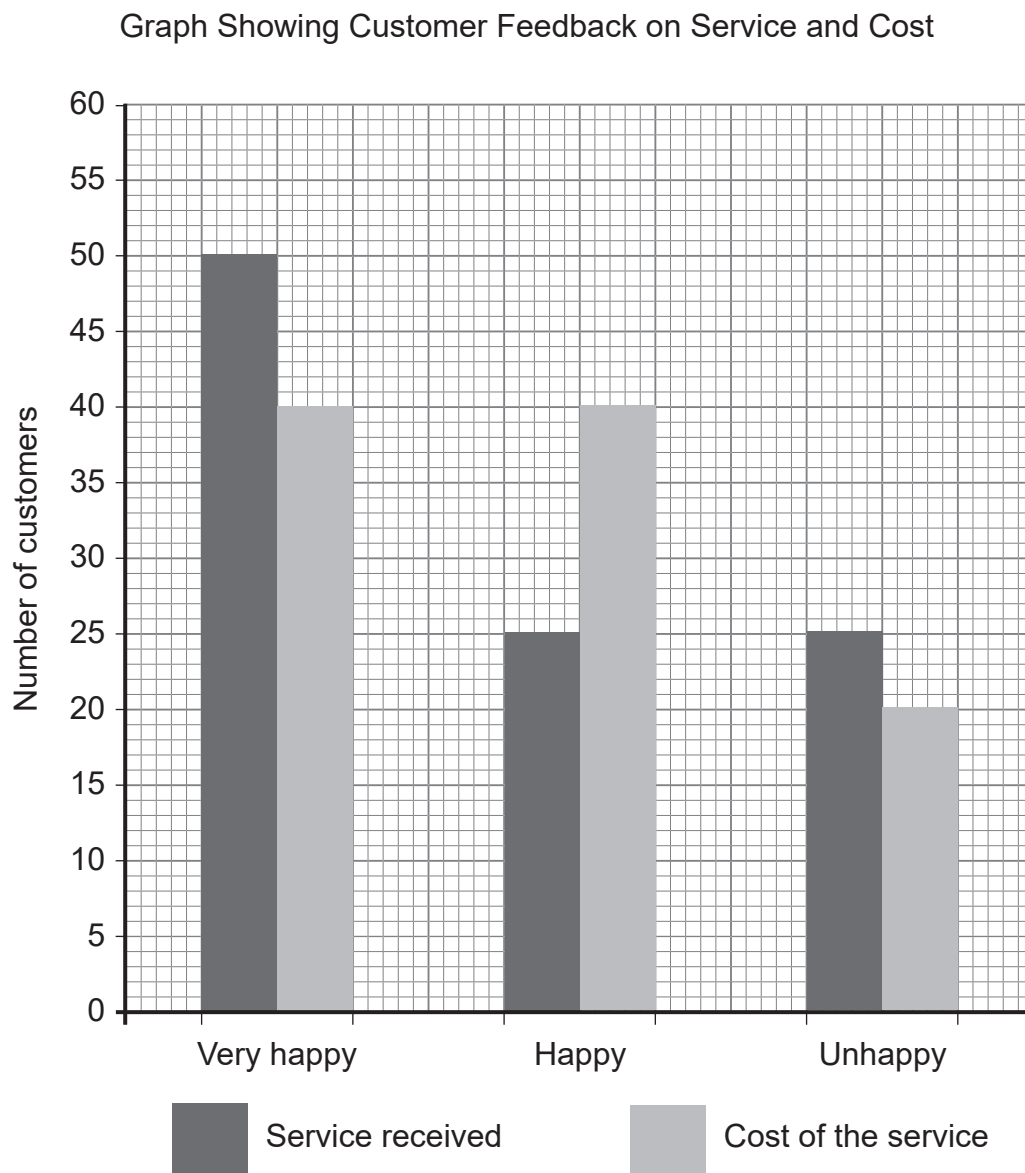
Method 2 _____

[2]

[Turn over



- (e) The following results from Bertha's market research show the number of customers in Pampered Pooooch who were Very happy, Happy and Unhappy with the service received and cost of the service:



Using the information from the graph above, answer the following questions.

- (i) How many customers were very happy with the service received from Pampered Pooooch?

_____ [1]



(ii) How many customers were unhappy with the cost of the service?

_____ [1]

(iii) In total, how many customers responded to Bertha's market research?

_____ [1]

[Turn over



(f) Evaluate public relations (PR) as a method of promotion for Pampered Pooooch.

[5]



- (g) As a result of the market research, Bertha plans to consider the factors that affect price. Analyse the following factors that affect price for Pampered Pooooch.

Need to make a profit

Demand

[8]

[Turn over



3 (a) Explain the following terms:

(i) Flow manufacturing

[2]

(ii) Batch inventory control

[2]

(iii) Quality assurance

[2]

(iv) Investors in People

[2]



(b) (i) Identify the type of production which is used by Pampered Pooooch.

_____ [1]

(ii) Explain this type of production.

_____ [2]

(c) Discuss **one** reason for the changing trends across the types of production.

_____ [2]

[Turn over



- (d) Identify the method of manufacturing used by Pampered Pooooch and analyse **one** advantage of using this method of manufacturing.

[4]

- (e) (i) Bertha must provide a safe working environment within Pampered Pooooch. Identify **three** responsibilities of Bertha as an employer, in the area of health and safety.

1. _____ [1]
2. _____ [1]
3. _____ [1]



(ii) Explain **two** roles of the Health and Safety Executive (HSE) to Bertha.

[4]

(iii) Discuss **two** responsibilities of the employees at Pampered Pooooch, in the area of health and safety.

[6]



THIS IS THE END OF THE QUESTION PAPER

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For Examiner's use only	
Question Number	Marks
1	
2	
3	

Total Marks	
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Examiner Number

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